**Media Theories**

* Marxism
  + Hegemony and dominant ideology
  + Colonialism as form of capitalism, enforcing exploitation and social change
* Post-modernism
  + Questioning the nature of reality (e.g. of previous conventions, of nature of reality)
* Semiotics
  + Study of signs and symbolism (metonym (e.g. statue of liberty representing US), connotation, anchorage, figurative/abstract etc.): Barthes
* Feminism (and post-feminism)
  + Defending social, political and economic rights for women
* Post-colonialism
  + Study of the legacy of colonialism (e.g. diaspora): Hall, Gilroy and Fanon
* Audience effects/address theory/spectatorship:
  + Hypodermic Needle (audience passively “injected”)
  + Uses and gratifications (audience empowered to make choice)
  + Stuart Hall

**Media Theorists**

* Stanley Cohen:
  + *Folk Devils and Moral Panics* (group as threat to societal values)
* Paul Gilroy
  + Dislocation from “homeland”
* Stuart Hall
  + Audience address theory (preferred/negotiated/oppositional readings)
  + Post-colonial: constant transformation, original culture more explicit in hybrid culture
* Frantz Fanon:
  + Post-colonialism (or imperialism) distorts, disfigures and destroys the (oppressed) past
* Levi-Strauss
  + Binary opposites
* Barthes
  + Enigma Code
  + 1st and 2nd order signs/images reinforcing cultural myth
* Todorov
  + Equilibrium/disruption/resolution
* Propp
  + Hero/Villain/Donor/Helper/Princess (Prince)/The King/Dispatcher/False Hero